Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Message Text

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PAGE 01 STOCKH 03824 01 OF 02 291600Z

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ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 DRC-01 RSC-01 /039 W
---------- 106082
R 291454Z OCT 73
FM AMEMBASSY STOCKHOLM
TO SECSTATE WASHDC 916
INFO AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS SSECTION 1 OF 2 STOCKHOLM 3824

FOR COMMERCE BIC/OIM/CODE 224

E.O. 11652 N/A
TAGS: BEXP DA FI NO SW
SUBJECT: PROPOSED FY-75 EVENT SCHEDULE (REVISED)

REF: A) DEPARTMENT'S A-8509, B) OSLO'S 3916, C) STOCKHOLM'S 3083, D) STATE A-5859, E) STOCKHOLM'S A-240, F) STOCKHOLM'S A-71 OF FEBRUARY 7, 1969, G) USDOC 3339 OF OCTOBER 19, 1972, H) USDOC 12902

1. STC AGREES WITH PROPOSED FY-75 SCHEDULE WITH THREE EXCEPTIONS "SEA/PORT 75", "SELECTED OFFICE EQUIPMENT", AND "ANALYTICAL INSTRUMENTATION FOR THE LIFE SCIENCES".

2. SINCE IT IS SLOTTED FOR OCTOBER 1974, THE "SELECTED OFFICE EQUIPMENT" JEEP OBVIOUSLY DOES NOT CONFLICT WITH OFFICE-DATA 75 AS NOTED IN REF "C" WHICH LISTED JEEP FOR OCTOBER 75. IT DOES HOWEVER CLASH HEAD-ON WITH "RATIONAL OFFICES", SCHEDULED FOR OCTOBER 1974 IN MALMO. SIMILARLY, THE "ANALYTICAL INSTRUMENTS FOR THE LIFE SCIENCES" JEEP IF RUN IN JUNE 1975, WOULD BE RATHER CLOSE ON THE HEELS OF "IM 75" AN INSTRUMENT AND MEASUREMENT SHOW TO BE HELD IN STOCKHOLM IN APRIL 75. WE THEREFORE RECOMMEND SWITCHING THE DATES OF THESE TWO JEEPS TO ELIMINATE BOTH CONFLICTS. SCHEDULING OFFICE EQUIPMENT IN JUNE 75 AND INSTRUMENTATION IN OCTOBER 75 DOES NOT RAISE ANY OTHER POTENTIAL CONFLICT.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STOCKH 03824 01 OF 02 291600Z

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

3. "SEA/PORT 75" CONFLICTS WITH "NOR-SHIPPING 75" TO BE HELD IN OSLO IN MAY 1975. SINCE THE LATTER IS CONSIDERED THE FOCAL POINT FOR THE SCANDINAVIAN SHIPPING AND SHIPBUILDING INDUSTRIES, IT IS UNLIKELY THAT A TRADE CENTER SHOW ANYTIME IN THE FIRST HALF OF 1975 OR EVEN LATE 1974 COULD OVERCOME THE IMAGE OF REDUNDANCY CREATED BY BEING IN NOR-SHIPPING'S SHADOW. IN ADDITION, A SUBSTANTIAL PORTION OF THE TARGET AUDIENCE LIES IN NORWAY, DENMARK, AND THE WEST COAST OF SWEDEN, NOT IN THE STOCKHOLM AREA. WE THEREFORE RECOMMEND EITHER PARTICIPATION IN NOR-SHIPPING 75 AS A TRADE CENTER OFF-SITE, OR, SCRAPPING THIS THEME FOR FY-75. FOR ALTERNATE THEMES WE SUGGEST FIRST "INDUSTRIAL PROCESS CONTROLS" AND SECONDLY "METALLURGY AND METALS ENGINEERING". EITHER ONE IS SUITABLE FOR THE FEBRUARY SLOT. IF WE GO INTO NOR-SHIPPING, THE LEISURE TIME USA THEME COULD BE MOVED TO FEBRUARY. IF THIS SHOW IS HELD IN MAY IT SHOULD FEATURE WINTER SPORTS, IF IN FEBRUARY, SUMMER SPORTS, IN ORDER TO GIVE POTENTIAL AGENTS AND DISTRIBUTORS SUFFICIENT LEAD TIME TO PLACE ORDERS AND BUILD INVENTORIES.

4. NOTE: A COMPARISON OF NOR-SHIPPING 73 AND THE 1969 STC SHIPPING AND SHIPBUILDING SHOWS GIVES THE FOLLOWING RESULTS:

	US PAVILLION (STC OFF-SITE) AT NOR-SHIPPING	1969 STC SHOW
FLOOR SALES	$786,000	$81,542
12 MONTH PROJECTIONS	$8,766,000	$4,835,000
REPS SIGNED OR UNDER NEGO-TIATIONS	29 PLUS 1 LICENSEE AND 1 JOINT VENTURE	23
-ACHIEVED FIRST OB-JECTIVE"	26 OUT OF 26	21 OUT OF 32

5. EDP V/50TH ANNIVERSARY SHOW. WE FEEL THAT THIS EVENT WARRANTS THE PARTICIPATION OF THE US AMBASSADORS TO THE FOUR COUNTRIES COMPRISING THE MARKETING AREA OF THEIS TRADE CENTER, ALONG WITH SUITABLY HIGH RANKING REPRESENTATIVES OF THE DEPARTMENTS OF COMMERCE AND STATE, AND LOCAL GOVERNMENT OFFICIALS,
UNCLASSIFIED

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PAGE 03 STOCKH 03824 01 OF 02 291600Z

HOPEFULLY FROM ALL FOUR COUNTRIES. WE ALSO WISH TO SINGLE OUT FOR HONORS AND APPRECIATION THE MANY LOCAL FIRMS WHICH HAVE COOPERATED WITH THE TRADE CENTER FROM ITS INCEPTION, ESPECIALLY THOSE AGENTS AND REPRESENTATIVES SIGNED ON DURING THE EARLY DAYS OF THE STC WHO NOW HAVE DEVELOPED PROSPEROUS BUSINESSES FROM THOSE ARRANGEMENTS, AND WHO HAVE MAINTAINED THEIR STC CONTACTS THROUGH SHOWS AND BSPS.

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

6. SUITABLE EVENTS COULD INCLUDE RECEPTION, PERHAPS ON A CHARTERED BOAT, (WHICH CAN BE EASILY AND RELATIVELY INEXPENSIVELY ARRANGED) A VIP DINNER, AND A FORMAL PUBLIC CEREMONY.

7. RECOMMENDED THEMES AND DATES ARE AS FOLLOWS:

1974

SEPTEMBER 9-13 "TRAINING AIDS"

OCTOBER 7-11 "SCANBUILD III"

OCTOBER 22-24 "ANALYTICAL INSTRUMENTS FOR THE LIFE SCIENCES"
- JEEP

DECEMBER 9-13 "ENVIROTECH 75"

1975

JANUARY 7-9 "SECURITY DEVICES" - JEEP

JANUARY 20-24 "EIPT"

FEBRUARY 10-14 "INDUSTRIAL PROCESS CONTROLS", OR
"METALLURGY AND METALS ENGINEERING", OR
"LEISURE TIME USA"

MARCH 10-14 "EDP V" AND STC 10TH ANNIVERSARY CELEBRATION

MAY 12-16 "LEISURE TIME USA" OR US PAVILLION AT NOR-SHIPPING 75

JUNE 9-13 "HOTEL AND RESTAURANT EQUIPMENT"

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PAGE 04 STOCKH 03824 01 OF 02 291600Z

JUNE 24-26 "SELECTED OFFICE EQUIPMENT" - JEEP
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PAGE 01 STOCKH 03824 02 OF 02 291610Z

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 DRC-01 RSC-01 /039 W
---------- 106206
R 291454Z OCT 73
FM AMEMBASSY STOCKHOLM
TO SECSTATE WASHDC 917
INFO AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS SECTION 2 OF 2 STOCKHOLM 3824

FOR COMMERCE BIC/OIM/CODE 224

8. IN-STORE PROMOTIONS. IN VIEW STRONG ACTIVE EXPRESSIONS OF INTEREST BY AT LEAST TWO MAJOR DEPARTMENT STORE/CHAIN OUTLETS TO CEJOHNSON AND EMBASSY DURING COURSE RECENT REVIEW OF IN-STORE PROMOTION PROGRAM, POST STRONGLY SUGGESTS THAT CCP INCLUDE FUNDING FOR AT LEAST ONE IN-STORE PROMOTION IN SWEDEN DURING SECOND HALF FISCAL YEAR 1975. STRONG EMPHASIS ON PROGRAM EMPHASIS THIS MARKET AND IN IDENTIFIED SELECTED CONSUMER GOODS PRODUCTS SUMMARIZED IN TWO EMBASSY AIRGRAMS ON "IN-STORE PROMOTIONS" AND "MARKET POTENTIAL FOR CONSUMER GOODS".

9. TRADE MISSION. EMBASSY HAS HAD INITIAL INFORMAL DISCUSSIONS OTHER NORDIC POSTS WITH FAVORABLE RESULTS CONCERNING POSSIBILITY SCHEDULING SPECIALIZED TRADE MISSION (STM) INTO THIS AREA IN FY 75. REFTEL (USDOC 3339) COMMENTED ON OFF-SHORE OIL DRILLING MISSION TO SCOTLAND, THE NETHERLANDS AND NORWAY IN LATE 1972 WHICH TURNED OUT TO BE SUCCESSFUL AND TIMELY EVENT IN THOSE IMPORTANT MARKETS. REFTEL ALSO SUGGESTED A MISSION BASED ON "NATURAL GAS SYSTEMS" OR IN CONJUNCTION WITH AN OFF-SHORE DRILLING MISSION AND THE POSSIBILITY OF AN STM/JEEP. PROPOSED DATES FOR SUCH A MISSION WOULD BE EITHER IN THE SECOND OR THIRD QUARTER OF FY 75. FURTHER BACKGROUND DATA THIS PROPOSAL FOLLOWS BY SEPTEL. AT MOMENT, WE SUGGEST THAT MISSION BE COMPRISED OF EXPERTS IN GAS UTILIZATION AND EQUIPMENT SUPPLIERS FOR COMMERCIAL, INDUSTRIAL AND RESIDENTIAL APPLICATIONS, AND THAT IT VISIT ALL FOUR
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PAGE 02 STOCKH 03824 02 OF 02 291610Z

NORDIC COUNTRIES, WITH SPECIAL EMPHASIS ON SWEDEN AND FINLAND.

10 CATALOGUE EXHIBITION. STC RECOMMENDS AT LEAST TWO CATALOGUE EXHIBITIONS IN FY 75. ONE AT THE STC AND ONE OFF-SITE IN GOTHENBURG AND BOTH IN CONSUMER GOODS. COMPLETE SUBSTANTIVE JUSTIFICATION THESE EVENTS OUTLINED IN POST'S AIRGRAM REPLY TO THE DEPARTMENT'S INSTRUCTION

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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ON "MARKET POTENTIAL FOR AMERICAN CONSUMER GOODS" THIS
MARKET.
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Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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